

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE  
Festival on the Green Subcommittee  
Monday, September 19, 2011  
Conference Room B–Mansfield Town Hall  
(860) 429-2740  
5:00 p.m.**

**Minutes**

**Present:** Betsy Paterson, Tom Birkenholz, Kim Bova, and Rod Rock

**Staff:** Cynthia van Zelm and Kathleen Paterson

**1. Call to order**

Betsy Paterson called the meeting to order at 5:03 pm.

**2. Public comment**

There was no public comment.

**3. Review Task List**

Parade: Tom Birkenholz reviewed the parade order with the Committee.

Kathleen Paterson said she is working on confirming the UConn Men's Basketball team for the Parade.

**Cynthia van Zelm will ask Curt Vincente if the mic is moveable [Done].**

Mr. Birkenholz said they could use an extra person to help with the bikes and trikes.

**Ms. Paterson will check on the list of politicians [Done].**

Natalie Miniutti said she was unable to confirm a convertible but will check with some other friends.

**Rod Rock will ask around for a convertible [Done].**

Advertising: Mr. Rock reported that the Jorgensen tickets were sent out with the *Festival* inserts.

Ms. K. Paterson said that the ads were displayed in the UConn buses and that the newspaper ads had been submitted. She also updated the information on the Partnership's and Town's websites. Ms. K. Paterson reported that the event press release was submitted to local media and via the Town's Q-Notify.

Ms. van Zelm said that she will be staffing info tables at UConn's Open House and at Storrs Farmers Market.

Activities: **Ms. K. Paterson will confirm with Aaron Burgess about a possible booth for E. O. Smith's band [Done].**

Art: Ms. K. Paterson said that the jury will meet this Wednesday to review the selected pieces.

Food: Ms. K. Paterson said that Domino's, Sara's Pockets, Jack Rabbit's, and Wing Express had all confirmed, and that the Mansfield General Store and UConn Bakery had tentatively confirmed.

Music: Ms. K. Paterson reported that Bruce John will only be able to stay as stage manager until about 2:45 pm.

Mr. Rock volunteered to take over the stage duties after Mr. John leaves.

Mr. Rock will be speaking to Matt Moran about final details tomorrow. He added that some light catering should be available for the band.

**Ms. van Zelm will arrange for a sandwich platter and other items [Done].**

Ms. K. Paterson noted that the a cappella group needs, at minimum, two vocal mics. **Mr. Rock will confirm the number of mics with Skip Weeks [Done].**

Set-up: Ms. Miniutti reported that Hockanum said they could provide mums and planters.

Ms. K. Paterson said she had spoken with Ralph Pemberton about the Storrs Center banner. He will hang it behind the stage area where there is sufficient room.

**Ms. Miniutti will discuss with the balloon artist about a location for him [Done].**

Ms. Miniutti said she will need three or four people to assist with chalking out the spaces, which she plans to do on Saturday afternoon.

**Ms. Paterson will pick up the blueberry pies for the pie-eating contest Sunday morning [Done].**

Ms. K. Paterson said that Bill Dougal, the caricaturist from previous years, had called to say he was available after a schedule change. At the Committee's direction, **she will confirm with him that he can have a booth and will discuss the location [Done].**

Sponsors: Ms. van Zelm reported that \$18,475 had been received in sponsorships.

Volunteers: Ms. K. Paterson reported she had received calls from a couple of student organizations that will volunteer during the event. She said she will meet with Jessie Shea, Donna Neborsky, and Keri Rowley, who will staff the "HQ" tent.

#### **4. Review Schedule of Events**

Ms. K. Paterson said she had confirmed with Macon Toledano that the site walks will be at 1:00 pm and 2:30 pm.

#### **5. Supplies Needed list**

Ms. K. Paterson will update, sort by name, and send the supplies list to the Committee one last time before the event.

## **6. Celebrate Mansfield Weekend**

Vintage Mansfield: Ms. K. Paterson reported that the event had filled up, and there is a waiting list.

Picnicpalooza!: Ms. K. Paterson said that Sara-Ann Bourque placed the sign outside of Town Hall today and sent out a press release with the rain date of October 1. She noted that one problem is that The Long River Band cannot play on the rain date. The Committee discussed the event and advocated simply cancelling if it rains.

## **7. Adjourn**

The meeting adjourned at 6:45 pm.

*Minutes prepared by Cynthia van Zelm and Kathleen M. Paterson*